

AMENDMENTS TO THE SPECIFICATION:

Please amend the Specification as follows:

1. Please amend paragraph 65 on page 18 as follows:

Figure 8 is a table illustrating exemplary product information 710 consistent with the invention. A product, for example, may have associated with it information relating to one or more of the following characteristics: the type of product (e.g., skincare, makeup, hair care, accessories, apparel), type of makeup (e.g., lipstick, foundation, or eye shadow), color (e.g., red, rust, brown, or purple), compatible skin type (e.g., dry, oily, or combination), compatible skin tone (e.g., light, medium, or dark), compatible eye color (e.g., blue, green, or brown), compatible hair color (e.g., blond, brown, or black), inter-cosmetic compatibility (e.g., products E, F, or G), and/or compatibility of cosmetic and non-cosmetic products (products X, Y, and Z). Product information 710 may contain one or more of the ~~afore-mentioned~~ aforementioned characteristics and/or information on other features.

2. Please amend paragraph 130 beginning on page 39 and ending on page 40 as follows:

Figures 21C and 21D depict a two-page flowchart illustrating an exemplary method for receiving an order for at least one of the proposed products, according to the invention. The method may involve enabling a subject's selection of a category of beauty product (S.230); querying the subject concerning one or more issues (S.240); proposing at least one selected category of beauty product (S.250); simulating use of the proposed beauty product on the subject (S.260); determining whether the product is acceptable (S.270). If the product is acceptable, the method may include proposing another beauty product to the subject (S.280) simulating use of it on the facial image together with the first product (S.290) and if the subject wishes to order, receiving an order from the subject (~~S.300~~ S.310). If the subject expresses dissatisfaction with either the first selected product at step S.270 or the second proposed product at step S.300, the algorithm may loop (S.275 and S.305, respectively) allowing the subject to view an alternative proposal.

3. Please amend paragraph 141 on page 45 as follows:

The term “network interface” or similar terms, refer to any mechanism for aiding communications between various nodes or locations in a network. A network interface may include, for example a bus, a modem, or any other input/output structure. A network interface may permit a connection to any network capable of being connected to an input and/or output module located within at least one or more of the following exemplary networks: an Ethernet network, an Internet Protocol network, a telephone network, a radio network, a cellular network, or any mechanism for permitting communication between two or more nodes or remote locations. In some invention embodiments, a network interface might also ~~included~~ include a user interface.

4. Please amend paragraph 150 on page 50 as follows:

Examples of ~~services~~ service forms of beauty products include hair styling, hair cutting, hair coloring, hair removal, skin treatment, make-up application, and any other offering for aesthetic enhancement. Examples of other actions performed include massages, facial rubs, deep cleansings, applications of beauty product, exercise, therapy, or any other action effecting the external body condition whether performed by a professional, the subject, or an acquaintance of the subject.

5. Please amend paragraph 158 beginning on page 53 and ending on page 54 as follows:

“Personal information”, “subject specific information”, “user specific information”, “user profile”, “personal characteristics”, “personal attributes”, “profile information”, and like terms

(collectively referred to in this section as “personal information”) may broadly encompass any information about the subject or user. Such information may, for example, fall within categories such as physical characteristics, fashion preferences, demographics, nutritional information, cosmetic usage information, medical history information, environmental information, beauty product usage information, lifestyle, and may include information such as name; age; birth date; height; weight; ethnicity; eating habits; vacation patterns; geographic location of the individual’s residence, location, or work; work habits; sleep habits; toiletries used; exercise habits; relaxation habits; beauty care habits; smoking and drinking habits; sun exposure habits; use of sunscreen; propensity to tan; number of sunburns and serious sunburns; dietary restrictions; dietary supplements or vitamins used; diagnosed conditions affecting the external body, such as melanoma; an image, such as a picture or a multimedia file of the subject; facial feature characteristics; family history information such as physical characteristics information about relatives of the subject (e.g., premature balding, graying, wrinkles, etc.); external body condition (as defined previously); color preferences, clothing style preferences, travel habits; entertainment preferences; fitness information; adverse reactions to products, compounds, or elements (e.g., sun exposure); body chemistry, use of prior beauty care products and their effectiveness; purchasing, shopping, and browsing habits; hobbies; marital status; whether the subject is a parent; country of residence; region of residence; birth country and region; religious affiliation; political affiliation; whether the subject is an urban dweller, suburban dweller or rural area dweller; size of urban area in which the subject lives; whether the subject is retired; annual income, sexual preference, or any other information reflecting habits, preferences, or affiliations of the subject.